



AOT in Action

TOURISM WORKS FOR ARIZONA!

Welcome to AOT in Action, your weekly e-newsletter from the Arizona Office of Tourism (AOT).

A Message from the Director:

Good afternoon.

Think of how many times a day you use the Internet. Can you imagine your life without it? In today's business, the Internet is not only a valuable information source, but also a necessary tool for promoting Arizona as a premier tourism destination.

To stay current on the latest data concerning online travel trends and to ensure our industry partners also have this valuable information, Casey Ambrose, AOT's Director of Advertising attended the TravelCom Expo 2008. This technology focused conference featured information on eCommerce, online marketing, social networking and social media.

The key trend this year is to shift from just selling the destination to creating a relationship with the customer. It's important to provide an emotional connection to Arizona through our Web sites while meeting the digital needs of our travelers.

For instance, 34 percent of mobile phone users own a web-enabled phone, which allows them to search the Internet from their handheld device. This year, 36 percent of mobile phone users will increase the use of mobile data. To meet the needs of travelers using this medium to gather information, our focus needs to be on the Web site benefits we provide to help them find what matters, such as Arizona maps, points of interest, hotels, and reviews.

For more information about TravelCom, please visit www.tia.org.

Have a great week.



Margie A. Emmermann
Director
Arizona Office of Tourism

AOT News Flash

SAVE the DATE: ATU Workshop – How to Create Effective Collateral Material

The Arizona Office of Tourism is proud to present Arizona Tourism University's complimentary workshop: "**How to Create Effective Collateral Material.**"

Are you looking for ways to make your brochures, rack cards, flyers, travel guides and fact sheets stand out from the pack? Do you want to learn how to get the biggest bang for your buck and how to avoid expensive mistakes when producing printed marketing materials? Join us for the next ATU workshop "**How to Create Effective Collateral Materials**" and you will learn about the five key processes in creating brochures, guides and other travel collateral – from project inception to the distribution of your final product. Find out about the best practices in creating collateral materials from a professional travel writing editor. Hear about design and print production considerations from a printer. Learn tips and strategies that will result in marketing collateral that delivers. Register now by contacting Meghan Dorn at 602-364-3708 or mdorn@azot.gov.

The workshop will be held in the following locations:

Tuesday, May 13, 2008

1 p.m. – 4 p.m.

[Blazin' M Ranch](#)

Cottonwood, AZ, 86326

928-634-0334

Thursday, May 15, 2008

1 p.m. – 4 p.m.

[Hilton Tucson El Conquistador Golf & Tennis Resort](#)

10000 N. Oracle Rd

Tucson, AZ 85704

520-544-5000

AOT Releases First Community Visitor Study

The Arizona Office of Tourism sponsored a year-long study of visitors to the Verde Valley Region (Sedona, Clarkdale, Cottonwood, Jerome, and Camp Verde). Northern Arizona University's Arizona Hospitality Research and Resource Center conducted the survey in partnership with regional destination marketing organizations. The study is the first in a series of community tourism studies to be conducted by the Arizona Office of Tourism and Northern Arizona University. The study provides valuable demographic, behavioral and spending data on visitors to the Verde Valley Region. This information will assist the region and its communities

with targeted marketing, product development, and advocacy for an industry that is critical to the health of the regional economy. To access the [Verde Valley Regional Tourism Study](#), visit the Research & Statistics section of our business-to-business website www.azot.gov and click on “selected research reports”. For additional information or questions, please contact Beth Billings, Research Specialist, at 602-364-3689 or via e-mail at bbillings@azot.gov.

AOT Wins Awards for Graphic Design

AOT’s Creative Services Manager, Toni Kooi has been nationally recognized by the American Inhouse Design Awards for her work on behalf of the Arizona Office of Tourism. These awards are exclusively for corporations, publishers, non-profits and other like institutions and are sponsored by The Creative Group. The American Inhouse Design Awards has emerged as the premier showcase for outstanding work by inhouse designers. It is a unique opportunity for inhouse design, marketing and communications departments within corporations, publishing houses, non-profits, universities and government agencies to be recognized for their creativity, for the special challenges they face and for their contributions to their businesses and institutions.

AOT submitted creative designs in six categories and with more than 5,000 entrants total for this award (and only 500 winners); Toni won the Award of Excellence for three of the submissions.

- Arizona MPAC Kit
- Canada Governor’s Dinner Invitation and Program
- Margarita Madness Invitation and gift tag

Trippin’ with AOT

Main Drag and Off the Beaten Path

The Arizona Office of Tourism recently hosted the Main Drag and Off the Beaten Path Press Trip in which six travel writers discovered the beauty, diversity and wonder of the Grand Canyon State. The travel writers, who hailed from England, Mexico, Germany and the U.S., enjoyed a boat tour down Lake Havasu and the Colorado River, stayed on a houseboat at Temple Bar Marina in Lake Mead and “walked the sky” at Grand Canyon West. The group also got a kick out of traveling down Route 66 where they had the opportunity to discover such towns as Oatman, Flagstaff, Kingman and Flagstaff. The five-day media tour wrapped up in the Valley of the Sun where the travel writers were treated to a tour of downtown Scottsdale and a trip to First Fridays in downtown Phoenix. For more information, contact Erica Rich at 602-364-3698 or via e-mail at erich@azot.gov.

Industry News

Congratulations to Arizona Tourism Businesses for being “Best of the Best”!

Arizona Business Magazine’s sister publication, *Ranking Arizona*, has recognized more than 30 Arizona companies as being the best business to work with by the Arizona business community. Among the recipients of the “Best of the Best Award” were, Lon’s at the Hermosa, Sportsman’s, T.Cook’s at Royal Palms, Scottsdale Fashion Square, Ritz-Carlton-Phoenix, Southwest Airlines and the Westin Kierland Resort & Spa.

At TIA TravelCom

An estimated 1,000 travel industry executives met in Chicago Wednesday to discuss some of the challenges the industry faces. Executives said the U.S. needs to market itself better and make the

country appear more welcoming to foreigners. "The foreign press is beating us over the head with the perception that when you come here it will be a big hassle, you will face major delays and people are going to treat you badly," at the airport, said Roger Dow, president and CEO of the Travel Industry Association. Dow told delegates to the TIA TravelCom conference that in the past six years, the industry figures it has lost \$130 billion in potential revenue from foreign visitors. He attributes the loss to several factors, including the process to get a travel visa and the perception of how travelers will be treated passing through U.S. Customs. Dow cautioned that if the difficulties circling the visa process aren't solved soon, it may hurt revenue outlooks if Chicago secures the 2016 Olympics. (www.ChicagoTribune.com/Business)

SAVE the DATE: 25th Annual National Tourism Week May 10-18, 2008

"Discover Great American Traditions!" Join hundreds of cities, states and businesses nationwide in the annual salute to travel and tourism in America, presented by the Travel Industry Association (TIA). National Tourism Week is a collective effort to promote the power of travel through customized events in communities nationwide. The goal is to enhance the country's economy, security and perception, and recognize the cultural and social benefits created by travel and tourism. For more information, please visit www.tia.org.

SAVE the DATE: Native American RV Parks and Campgrounds Workshop May 13-14

The Arizona Public Service -Office of Community Development – Emerging Markets is sponsoring an Economic Development Workshop titled the "*Native American RV Parks & Campgrounds – Diversifying Tribal Economic Development.*" This workshop will provide a step-by-step approach to planning, designing, financing, developing, marketing and managing a Tribal RV Park & Campground. The workshop will be held on May 13-14 at the Four Points by Sheraton Metro Center, Phoenix, Arizona. The baby boomers are maturing and taking to the road with more time and affluence to vacation, explore, and recreate. Many Indian Reservations offer world-class natural attractions such as Canyon de Chelly and its some 2,700 archaeological sites and ruins, or the Havasupai Indian Reservation's turquoise waterfalls, travertine pools and canyon lands. Some Tribes provide man-made wonders, such as Gila River Indian Community's Rawhide at Wild Horse Pass, a replica of an 1880's Frontier Town. These attractions can support RV Parks and Campgrounds that will add to and diversify Tribal economic development ventures.

A number of industry speakers will attend the workshop, including Linda Profazer, President and CEO of the National Association of RV Parks and Campgrounds (ARVC); Bruce Hoster, President of Coast-to-Coast Resorts and Executive Director of CampClub USA; Pat Hittmeier, Vice President of Systems Development for Campgrounds of America (KOA); Kathy Palmeri, Director of Franchise Sales for Leisure System Inc. (LSI), Yogi Bear's Jellystone Park Resorts; and Bill Dawson of Thousand Trails Inc.

For more information on the workshop, please contact Hamidah Awang-Damit at Premiere Project Management 928-526-6755, e-mail HamidahHAD@aol.com or Bob McNichols at RezBuilders, LLC 928-753-6110, e-mail bobmcnichols@rezbuilders.com.

Herbert J. Paine Named Executive Director of the Arizona Humanities Council

The Board of Directors of the Arizona Humanities Council has announced Herb Paine as the new executive director. Current director, Juliana Yoder, who is retiring, has been with the Arizona Humanities Council since 1987, and she has served as executive director since July 2005. Paine

will begin May 1 and will work with Yoder through the month until he fully assumes his new position on June 1.

Paine, nonprofit executive and business consultant, is eager to share his passion for the humanities and believes that the humanities provide a unique prism of multiple perspectives through which we can better understand and collaboratively address society's difficult issues. He brings 19-years experience as president of Paine Consulting Services, specializing in organization development, strategic planning and marketing, governance, mergers and collaboration, and interim executive management. His experience also includes years of service as the executive director of United Way of California. Among Paine's nonprofit clients, those in the arts and cultural community have included the Arizona Commission on the Arts, Arts and Business Council of Greater Phoenix, Actors Theatre, Ballet Arizona, Flagstaff Symphony Orchestra, Free Arts of Arizona, Mesa Arts Center, National Poetry Festival, Oakland Ballet, Children's Museum of Phoenix, Scottsdale Artists' School, West Valley Fine Arts Council, Sedona Jazz on the Rocks, Museo Chicano, and Xico. Paine is a graduate of the Executive Management Program at the Harvard Graduate School of Business. He earned a Master of Arts degree from Johns Hopkins University's School of Advanced International Studies, and a Bachelor of Arts degree in political science with distinction in government from Boston University.

Airline Quality Ratings Plunge

Late flights and lost bags, to say nothing of higher fares, are making air travelers grumpy, an annual survey of airline quality says. The industry posted declines last year in every area of the Airline Quality Rating, amid rising fuel prices, safety problems and bankruptcy filings that shut down three carriers last week alone. The biggest change was in the rate of consumer complaints, up 60 percent overall. The rate more than doubled at US Airways and Comair, and rose for 15 of the 16 airlines included in the study. The exception was Mesa Airlines. On-time arrivals dropped for the fifth straight year, with more than one-quarter of all flights late, according to the survey. The rates of passengers bumped from overbooked flights and bags lost, stolen or damaged also jumped in 2007.

"The trend is bad and it doesn't look like it gets any better," said Dean Headley, an associate professor at Wichita State University and co-author of the study being released today. ATA, Aloha Airlines and Skybus stopped flying just last week because of financial pressures. Major airlines have slashed jobs and passenger amenities while adding fees for second bags, traveling with pets and booking tickets by phone (See more on Skybus in Weekend Papers later in this report.) (AP; www.AtlantaJournal-Constitution.com/Business; www.ChicagoTribune.com/Business; www.LosAngelesTimes.com/Business; www.BostonGlobe.com/Business; www.OrlandoSentinel.com/Business)